

TEN PRINCIPLES

Managing Social Media Before and During a Crisis



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A large, faint target graphic with concentric circles and a central bullseye, overlaid with a large white number 1.

1

KNOW YOUR TARGET AUDIENCE

- A** Relationships
- B** Key Influencers
- C** Employees



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HAVE A POLICY AND A STRATEGY

- A Proper staffing
- B Resources
- C Growth and evolution

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COMMIT AND INVEST IN TRAINING

- A Social media is a skill set
- B Keep up with trends

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JOIN AND BUILD ONLINE COMMUNITY

- A Cultivate relationships
- B Relationships are give and take

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EXERCISE

- A Advocate for social media play
- B Test your plan
- C Evaluate and improve



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CONSIDER THE TANGIBLES AND INTANGIBLES

What are the complexities?

News media, culture,
disinformation, history
political climate, timing,
literacy, generation

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SET THE NARRATIVE EARLY

- A Have a “Buy Time” statement
- B Establish yourself as the official source
- C Address rumors swiftly with facts



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BE SOCIAL

A Alert > Inform > Reassure
A.I.R.

B Get approved info out ASAP

C Ask why shouldn't we versus
why should we?

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MAKE YOUR POINT QUICKLY

- A Don't communicate as though it's the last supper.
- B Think sound bites
- C Make a point, be memorable

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USE THE 50/25/25 GUIDELINE

- A Listen 50%
- B Verify & Analyze 25%
- C Talk 25%

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